

FORM PTO-1390 (Modified) (REV 11-2000)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTORNEY'S DOCKET NUMBER RCA 89470
TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371			U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR 106010070	
INTERNATIONAL APPLICATION NO. PCT/US00/11373	INTERNATIONAL FILING DATE 28 April 2000 (28.04.00)	PRIORITY DATE CLAIMED 30 April 1999 (30.04.99)		
TITLE OF INVENTION ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM GUIDE				
APPLICANT(S) FOR DO/EO/US Wanda Green Thompson and Michael Wayne Johnson				
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:				
<p>1. <input checked="" type="checkbox"/> This is a FIRST submission of items concerning a filing under 35 U.S.C. 371.</p> <p>2. <input type="checkbox"/> This is a SECOND or SUBSEQUENT submission of items concerning a filing under 35 U.S.C. 371.</p> <p>3. <input checked="" type="checkbox"/> This is an express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9) and (24) indicated below.</p> <p>4. <input type="checkbox"/> The US has been elected by the expiration of 19 months from the priority date (Article 31).</p> <p>5. <input checked="" type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371 (c) (2)) a. <input type="checkbox"/> is attached hereto (required only if not communicated by the International Bureau). b. <input checked="" type="checkbox"/> has been communicated by the International Bureau. c. <input checked="" type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).</p> <p>6. <input type="checkbox"/> An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)). a. <input type="checkbox"/> is attached hereto. b. <input type="checkbox"/> has been previously submitted under 35 U.S.C. 154(d)(4).</p> <p>7. <input checked="" type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3)) a. <input type="checkbox"/> are attached hereto (required only if not communicated by the International Bureau). b. <input type="checkbox"/> have been communicated by the International Bureau. c. <input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired. d. <input checked="" type="checkbox"/> have not been made and will not be made.</p> <p>8. <input type="checkbox"/> An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).</p> <p>9. <input checked="" type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)).</p> <p>10. <input type="checkbox"/> An English language translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)).</p> <p>11. <input checked="" type="checkbox"/> A copy of the International Preliminary Examination Report (PCT/IPEA/409).</p> <p>12. <input checked="" type="checkbox"/> A copy of the International Search Report (PCT/ISA/210).</p>				
Items 13 to 20 below concern document(s) or information included:				
<p>13. <input checked="" type="checkbox"/> An Information Disclosure Statement under 37 CFR 1.97 and 1.98.</p> <p>14. <input checked="" type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.</p> <p>15. <input checked="" type="checkbox"/> A FIRST preliminary amendment.</p> <p>16. <input type="checkbox"/> A SECOND or SUBSEQUENT preliminary amendment.</p> <p>17. <input type="checkbox"/> A substitute specification.</p> <p>18. <input type="checkbox"/> A change of power of attorney and/or address letter.</p> <p>19. <input type="checkbox"/> A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 35 U.S.C. 1.821 - 1.825.</p> <p>20. <input type="checkbox"/> A second copy of the published international application under 35 U.S.C. 154(d)(4).</p> <p>21. <input type="checkbox"/> A second copy of the English language translation of the international application under 35 U.S.C. 154(d)(4).</p> <p>22. <input checked="" type="checkbox"/> Certificate of Mailing by Express Mail</p> <p>23. <input checked="" type="checkbox"/> Other items or information: Return Postcard Receipt</p>				
EXPRESS MAIL NO: EL 902321210 DATE OF DEPOSIT <u>October 25, 2001</u>				

U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR 10/018070	INTERNATIONAL APPLICATION NO. PCT/US00/11373	ATTORNEY'S DOCKET NUMBER RCA 89470
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24. The following fees are submitted:

BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)) :

- | | |
|--|-----------|
| <input type="checkbox"/> Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO and International Search Report not prepared by the EPO or JPO | \$1040.00 |
| <input checked="" type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO | \$890.00 |
| <input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee (37 CFR 1.445(a)(2)) paid to USPTO | \$740.00 |
| <input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) paid to USPTO but all claims did not satisfy provisions of PCT Article 33(1)-(4) | \$710.00 |
| <input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) paid to USPTO and all claims satisfied provisions of PCT Article 33(1)-(4) | \$100.00 |

CALCULATIONS PTO USE ONLY

ENTER APPROPRIATE BASIC FEE AMOUNT =

\$890.00

Surcharge of \$130.00 for furnishing the oath or declaration later than
months from the earliest claimed priority date (37 CFR 1.492 (e)).

20 30

\$0.00

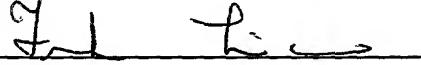
CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE	
Total claims	5 - 20 =	0	x \$18.00	\$0.00
Independent claims	1 - 3 =	0	x \$84.00	\$0.00
Multiple Dependent Claims (check if applicable)			<input type="checkbox"/>	\$0.00
TOTAL OF ABOVE CALCULATIONS =				\$890.00
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27). The fees indicated above are reduced by 1/2.				\$0.00
SUBTOTAL =				\$890.00
Processing fee of \$130.00 for furnishing the English translation later than months from the earliest claimed priority date (37 CFR 1.492 (f)).				<input type="checkbox"/> 20 <input type="checkbox"/> 30 + \$0.00
TOTAL NATIONAL FEE =				\$890.00
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31) (check if applicable).				<input type="checkbox"/> \$40.00
TOTAL FEES ENCLOSED =				\$930.00
				Amount to be: refunded
				charged \$ 930.00

- a. A check in the amount of _____ to cover the above fees is enclosed.
- b. Please charge my Deposit Account No. 07-0832 in the amount of \$930.00 to cover the above fees. A duplicate copy of this sheet is enclosed.
- c. The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-0832 A duplicate copy of this sheet is enclosed.
- d. Fees are to be charged to a credit card. **WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

NOTE: Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.

SEND ALL CORRESPONDENCE TO:

Mr. Joseph S. Tripoli
THOMSON multimedia Licensing Inc.
Patent Department
PO Box 5312
Princeton, New Jersey 08540


SIGNATURE

FRANK Y. LIAO

NAME

40,065

REGISTRATION NUMBER

October 25, 2001

DATE

10/013070

RCA 89470

23 OCT 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICEApplicant : Wanda Green Thompson and Michael Wayne Johnson
#3/7a

Filed : Herewith

For : ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM GUIDE

PRELIMINARY AMENDMENT

Hon. Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Sir:

In the US national phase application of PCT/US00/11373 filed herewith, please enter the following amendments:

IN THE SPECIFICATION:

Please amend the specification as follows:

On Page 1 (which is the annex of the International Preliminary Examination Report), line 3, please insert the following paragraph:

-- This application claims the benefit of U.S. provisional application serial no. 60/131,885 filed April 30, 1999, which is hereby incorporated herein by reference, and which claims the benefit under 35 U.S.C. § 365 of International Application PCT/US00/11373, filed April 28, 2000, which was published in accordance with PCT Article 21(2) on November 9, 2000 in English.--

IN THE ABSTRACT:

Please add the following Abstract.

-- A method of displaying a targeted advertisement on an electronic program guide based on consumer navigation is presented. A plurality of advertisements are received in a television apparatus through an auxiliary source. The received advertisements are stored along with their respective descriptor. Navigation of a user of the electronic program guide is monitored. Then a selected advertisement from the stored advertisements is displayed in response to the navigation monitoring. --

REMARKS

The specification has been amended to include a reference to the priority applications.

To meet the requirements of the United States, the Abstract (as originally filed in the PCT application) is added.

No fee is believed to have been incurred by virtue of this amendment. However if a fee is incurred on the basis of this amendment, please charge such fee against deposit account 07-0832

Respectfully submitted,
Wanda Green Thompson
Michael Wayne Johnson


Frank Y. Liao
Attorney for Applicant
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THOMSON multimedia Licensing Inc.
Patent Operation
PO Box 5312
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Date: Oct. 25, 2001

ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM**GUIDE****FIELD OF INVENTION**

The present invention generally relates to the field of electronic program guide

- 5 processing and display, and more particularly, to a system and method of automatically displaying a targeted advertisement while a user is navigating within an electronic program guide.

BACKGROUND OF INVENTION

Electronic devices such as televisions or VCRs require a control system that

- 10 includes a user interface system. Typically, a user interface system provides information to a user and simplifies use of the device. One example of a user interface is an electronic menuing system in a television system. The menuing system allows a user to easily interact with and control a television system that is becoming more complex.

- 15 An example of a menuing system which allows user to navigate in today's television environment where there are many channels is an Electronic Program Guide (EPG). EPGs are very useful for providing program information while a consumer is watching TV. These EPGs are generally supported by advertising displayed along with the program information. These advertisements are sent as part of the EPG data and 20 are displayed in a program guide screen based on time descriptors in the advertisement. These time descriptors are used by the receiver to control when the advertisement is made visible in the guide display.

- In addition, WO 98/00975 describes a system which allows a user to select linked still images displayed on the television screen to view the desired information. When a 25 linked still image is selected, the television displays the captured still video image corresponding to the selection. Also, U.S. Pat. No. 5,710,601 describes a system that in response to a user selecting a program within an electronic program guide will play a short video clip of that selected program. These systems clearly require that a user to proactively select the information in order for that information to be displayed. None 30 of the systems describe a targeted advertisement to be dynamically displayed based on the system automatically monitoring the navigation of the user. That is the user has to merely focusing or highlighting a program in an electronic program guide, without actually selecting the program for a targeted advertisement associated with that program to be displayed.

advertisement on an electronic program guide based on consumer navigation is presented, comprising the steps of:

receiving a plurality of advertisements through an auxiliary source in a television apparatus.

- 5 storing the received advertisements along with their respective descriptor;
monitoring navigation of a user of the electronic program guide;
displaying a selected advertisement from said stored advertisements in response to the navigation monitoring.

BRIEF DESCRIPTION OF THE DRAWING

10 In the drawing:

Figure 1 shows an exemplary architecture of a television system of the present invention.

Figure 2 shows an exemplary manner in which auxiliary information may be displayed with the program content associated with a television signal.

15 Figure 3 shows an exemplary manner in which auxiliary information may be displayed with an electronic program guide.

Figure 4 shows an exemplary flow diagram according to the present invention.

20 Figure 5 is also an exemplary flow diagram according to the present invention.

DETAILED DESCRIPTION

An exemplary embodiment of the present invention is shown in Fig. 1.

The system comprises a video processing apparatus 101 capable of

communicating television program signals and electronic program guide (EPG)

25 signals each enhanced with auxiliary information, such as advertisements, by a television communication channel 103 such as terrestrial broadcast, cable distribution, satellite broadcast or the like. An example of such a video processing apparatus may be a satellite receiver set-top box, similar to that designed and manufactured by Thomson Consumer Electronics, of Indianapolis,

30 Indiana, U.S.A., for receiving DirecTV™ satellite service provided by Hughes Electronics, and is described in detail, for example, in a PCT application bearing International Publication Number WO 98/56173.

The system shown in Fig. 1 receives the enhanced television program and EPG signals via a video server 102, which combines signal sources representing both television program signal source 104 and electronic program guide signal source 105. The television receiver 101 displays the auxiliary information on a monitor 106 connected to the television receiver 101 in association with the displayed video portion corresponding to a selected television program signal and the displayed EPG derived from the EPG signal. Figure 2 shows the manner in which auxiliary information may be displayed with the program content associated with a television signal; and Figure 3 shows the manner in which auxiliary information may be displayed with an electronic program guide.

When the auxiliary information such as advertisement is selected by a user via a control system of a television receiver such as a remote control system 119, the system communicates information concerning the selection from the television receiver via a back channel such as a modem 106, to a "store and forward" server 110.

The store and forward server 110 collects and categorizes the selection information 114 from receiver 101 into packages related to the origin of the auxiliary information, and at a later time communicates the selected information back to a designated party, such as the originator of the auxiliary information. The time delay allows for the selection of the transmission times (e.g., at night) to minimize costs. The server 110 also determines the signal source associated with the selected auxiliary information (i.e., the source of the television signal or the EPG signal) and the number of times the auxiliary information has been selected. The number is used by the operator of the server to determine a fee to be paid, e.g., by the originator of the auxiliary information. This information may also be used to selectively determine the type of auxiliary information to be transmitted to or displayed for the user.

The selection information 114 communicated to the store and forward server from a television receiver may include identification data 113 for identifying the television receiver 101 from which the selection information 114 was sent. Such a provision allows the originator of the auxiliary information to identify and communicate with the consumers making the selection for the

purposes of providing additional information and making sales. In a related feature, the provision of identifying the television receiver through the back channel may allow an audience survey company to monitor the viewing habits of the consumers.

5 Various signal formats for embedding the auxiliary information in the television program signals and EPG signals are available. For example, a protocol known as ATVEF proposed by the Advance Television Enhancement Forum, an alliance of television communication and computer companies is advantageous. The protocol is based on the HTML (Hypertext Markup Language) utilized in the
10 Internet. The ATVEF protocol may be used with both analog and digital television systems. Other protocols may be used. In an analog television system, the auxiliary information may be included in the vertical blanking interval (VBI) of the television program signal, together with the EPG signal. In a digital television system the auxiliary information may be "packetized" and inserted into
15 the digital data stream including the television program data and EPG data.

Another tier or feature level of the television system may also include provisions for communicating E-mail information, e.g., via the store and forward sever, also enhanced with auxiliary information, such as advertisements, to television receivers. In that case, the store and forward server also collects and categorizes the selection information associated with e-mail and quantifies the
20 selection information for revenue tracking purposes. In this tier, providing auxiliary information, such as advertisements, subsidizes the cost of the E-mail service and may, in fact, allow for "free-mail". However, since the server delays the transmission of data so as to be economic, still other tiers of the system may
25 provide for accelerated E-mail communication service and possibly also connection to the Internet upon the payment of fees by the consumer. Such an e-mail server 111 and Internet server 112 are shown in Fig. 1.

The auxiliary information may also contain software for operating the television receiver or for providing an additional functionality to it, such as video
30 games or personal computer functions including, e.g., word processing and spread sheet programs. To the extent that the television receiver itself has insufficient data processing capability itself, e.g., insufficient memory, such data

processing may be shared from a personal computer linked to the television receiver via a bus.

Another aspect of such an apparatus provides for integrating a web browser and either an Ethernet or HomePNA interface for networking. Connecting the
5 apparatus to a personal computer (PC) enhances the functionality by being able to download software applications, such as a word processor or spreadsheet, from the PC. Further, the apparatus could utilize the PC for data storage or for printing. A network connection would enable storing a URL directly and/or automatically on the PC.

10 In Figure 1, a television program signal source 104 combines a television program signal 104a with an auxiliary information signal 104b, such as an advertisement, to produce an enhanced television program signal 115 that is supplied to the video server 102. Also supplied to the server is an enhanced electronic program guide (EPG) signal from an electronic program guide signal
15 source. The enhanced EPG signal represents a combination of an EPG signal 116 representative of program guide information 105a and a second auxiliary information signal 105a, such as an advertisement. Thus, auxiliary information such as advertisements may be included with either or both of the video and EPG signals.

20 The video server 116 communicates a signal comprising the enhanced television signal and/or the enhanced EPG signal to a video signal processing device, such as TV receiver 101, via a television communication channel. As described above, a back channel from the video signal processing device, e.g., TV, is provided via means of a device such as a modem 106. The back channel
25 couples the video signal processing device 101 to a store and forward server 110 where data is stored and processed before being forwarded to other destinations. For example, packets of data may be forwarded to advertisers or others communicating auxiliary information to a viewer. The store and forward server 110 also provides a link between the email server 111 and internet server
30 112 that provide respective email and internet connection services to users in accordance with the tier of service to which the user subscribes. An auxiliary information signal may also be coupled to the system via the email server 111.

In FIG. 2, auxiliary information, such as advertisements for the television program "Friends" 205 and for Carnival Cruise Lines 206, is shown displayed with EPG information 210 and with video program information 215 such as the television program "ER". The video program window 215 could be larger or
5 smaller as could the display regions associated with the auxiliary information 205 or 206 and the EPG information 215. Also, three types of display regions are shown simultaneously in FIG. 2 (i.e., video or television program, auxiliary information, and EPG regions), a display might include only one or only two of the three regions. For example, FIG. 3 shows auxiliary information, such as
10 advertisements 305 and 306 displayed with EPG information 310 and without video or television program information.

As discussed above, program guide information are being provided to set-top boxes and televisions in satellite, cable, terrestrial, etc. systems to include, for example, advertisements. These advertisements may either be
15 hard-coded into the receiving unit's software, or they are downloaded via the auxiliary signal distribution system.

As mentioned previously, current systems display advertisements in a program guide screen based on time descriptors in the advertisement. These time descriptors are used by the receiver to control when the advertisement is made
20 visible in the guide display. This method provides for poor control of advertisement exposure. It is the responsibility of the distribution system to define, using time descriptors, when an ad is to be displayed, without knowing any habit of the viewers. Furthermore, the time descriptors will not allow the presentation of the ads to be synchronized with the consumer's navigation
25 within a program guide display.

In accordance with the present invention, the present inventors recognize that a consumer navigating through a program guide display, his or her focus changes from one program to another. Therefore, the guide advertisements should be adjusted accordingly, to achieve the maximum results. If the consumer
30 is attracted by the advertisement, he or she is only one or two button presses from viewing the advertised program.

The present method of channel and time specific advertisement placement can be done using information being displayed in the program guide screen as well as new descriptors in the advertisement's data. The channel numbers of the channels being displayed in the guide along with new descriptors in the 5 advertisement's data such as a Channel Id and/or Program Id, can be used to present a channel/program-specific advertisement. This allows for the following. When the consumer scrolls through a program guide display and highlights or is about to highlight a program on a channel, a catchy advertisement specific to that program can be started which will lure the consumer to tune to that 10 program.

The placement of a particular advertisement in the program guide according to the present invention, may be controlled as shown, for example, in the flow chart of Fig. 4 and described in detail below. As shown in Fig. 4, when the consumer displays the program guide as shown in step 401, a software process called, for example, Advertisement Manager 400, queries the Channel 15 and Program Specific (CPS) advertisement queue, as in step 402. This queue is maintained by a separate process as shown in Fig. 5.

The Channel and Program Specific advertisement queue process shown in Fig. 5 will obtain advertisement information from advertisement data sent as the auxiliary information signal of the enhanced television program signal 104 or 20 electronic program guide signal source 105, as shown in step 501. In step 502, a determination is made to see whether a particular advertisement received is subject to be displayed based on consumer navigation. This is done by looking at, for example, a control bit in the advertisement data. If the determination is 25 affirmative, as in step 504, this particular advertisement will be placed in the CPS queue to be used by Advertisement Manager 400 as described below.

Continue on step 403 of Fig. 4, the Advertisement Manager 400 check to see if CPS advertisements exist from the CPS queue. The Advertisement Manager 400 then wait for some type of consumer navigation, in step 405. This 30 can be done, for example, by monitor the highlight position of a cruiser or user key entries on the remote. It then checks the channel and program information of each ad and compares it to the channels and programs being highlighted in the

guide screen, in step 406. This is done, for example, when the guide display is scrolled or paged with respect to time or channels or when new guide data is presented on the screen. If the channel descriptor of an ad matches one of the channels being displayed or very shortly about to be displayed, determined by
5 monitoring the direction of scroll within the guide, the Advertisement Manager 400 compares the program descriptor of the ad with the program being displayed in the guide. If the channel and program information correspond, the ad is displayed, as in steps 406 and 407. Otherwise, the Advertisement Manager 400 continues to monitor the CPS ad queue and/or display non-CPS ads, as in steps
10 402, 403 and 404.

It will be readily apparent to those skilled in the art that the teachings of the present invention described above may be applied to a television, VCR, settop boxes, a video storage and playback unit such as a Tivo, etc., without departing from the true scope of the claims appended hereto.

CLAIMS

1. A method of displaying a targeted advertisement dynamically along with an electronic program guide in response to user navigation in a video apparatus,

5 comprising the steps of:

receiving a plurality of advertisements (501);

storing the received advertisements (504);

monitoring highlighting of one of a plurality of programs by a user in the electronic program guide (405); and

10 displaying a corresponding advertisement selected from said plurality of advertisements in response to the user highlighting one of the plurality of programs in the electronic program guide (406;407).

15 2. The method of claim 1 further comprising the step of receiving a channel descriptor for a respective advertisement.

20 3. The method of claim 2 wherein the displaying step displays the corresponding advertisement if the associated channel descriptor matches the channel highlighted by the user in the electronic program guide.

4. The method of claim 3 further comprising the step of receiving a time descriptor.

25 5. The method of claim 4 wherein the displaying step displays the corresponding advertisement if the associated channel descriptor matches the channel highlighted by the user in the electronic program guide and the time descriptor matches a current time.



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(21) International Application Number: PCT/US00/11373		(81) Designated States: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
(22) International Filing Date: 28 April 2000 (28.04.00)			
(30) Priority Data: 60/131,885 30 April 1999 (30.04.99) US			
<p>(71) Applicant (for all designated States except US): THOMSON LICENSING S.A. [FR/FR]; 46, quai Alphonse Le Gallo, F-92648 Boulogne Cedex (FR).</p> <p>(72) Inventors; and</p> <p>(75) Inventors/Applicants (for US only): SIMPSON, Wanda, Green [US/US]; 8728 Bergeson Drive, Indianapolis, IN 46278 (US)/JOHNSON, Michael, Wayne [US/US]; 7316 Cobblestone West Drive, Indianapolis, IN 46236 (US).</p> <p>(74) Agents: TRIPOLI, Joseph, S. et al.; Thomson Multimedia Licensing Inc., P.O. Box 5312, 2 Independence Way, Princeton, NJ 08543-5312 (US).</p>			
<p>Published <i>With international search report.</i></p>			
<p>(54) Title: ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM GUIDE</p> <p>(57) Abstract</p> <p>A method of displaying a targeted advertisement on an electronic program guide based on consumer navigation is presented. A plurality of advertisements are received in a television apparatus through an auxiliary source. The received advertisements are stored along with their respective descriptor. Navigation of a user of the electronic program guide is monitored. Then a selected advertisement from the stored advertisements is displayed in response to the navigation monitoring.</p>			
<pre> graph TD 401[Consumer enters guide display] --> 402[Read CPS ads from CPS ad queue (refer to Fig. 5)] 402 --> 403{Do CPS ads Exist?} 403 -- No --> 404[Process non-CPS ads] 403 -- Yes --> 405[Wait for guide data Or consumer navigation] 405 --> 406{For currently focused Program, does CPS Ad exist?} 406 -- No --> 405 406 -- Yes --> 407[Request display of CPS ad] 407 --> 408[Ad completes] 408 --> 409[End] </pre>			

WO 00/67473

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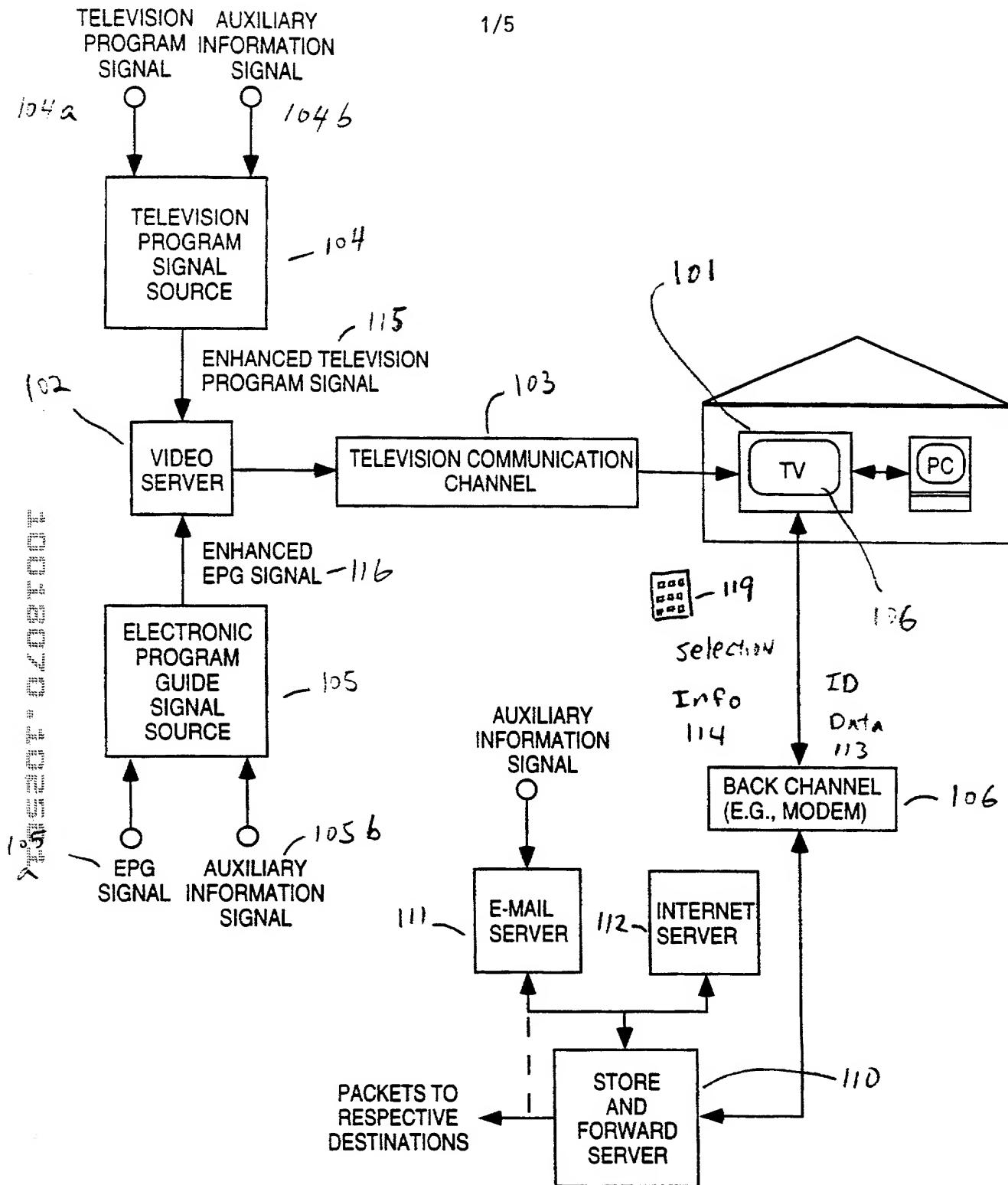


FIGURE 1

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PCT/US00/11373

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219

FIG. 2

10/018070

PCT/US00/11373

WO 00/67473

3/5

Program Guide
Family
10:42pm
Thursday 1/7/99



"ER". Drama. George Clooney, Anthony Edwards. (1998) An animal rights group stages a hoax automobile accident, diverting valuable time from a real emergency.

Rerun. (CC)

	10:30PM	11:00PM	11:30PM	12:00AM
1/7 292 NBC	ER	The Tonight Show		
293 FOX	Judge Judy	Simpsons	Star Trek Voyager	
294 MTV	Singled Out	Daria	Love Phones	
295 NBCW	Suddenly Susan		Touched By An Angel	
295 ESPN	Football Highlights		Auto Racing	



310

FIG. 3

4/5

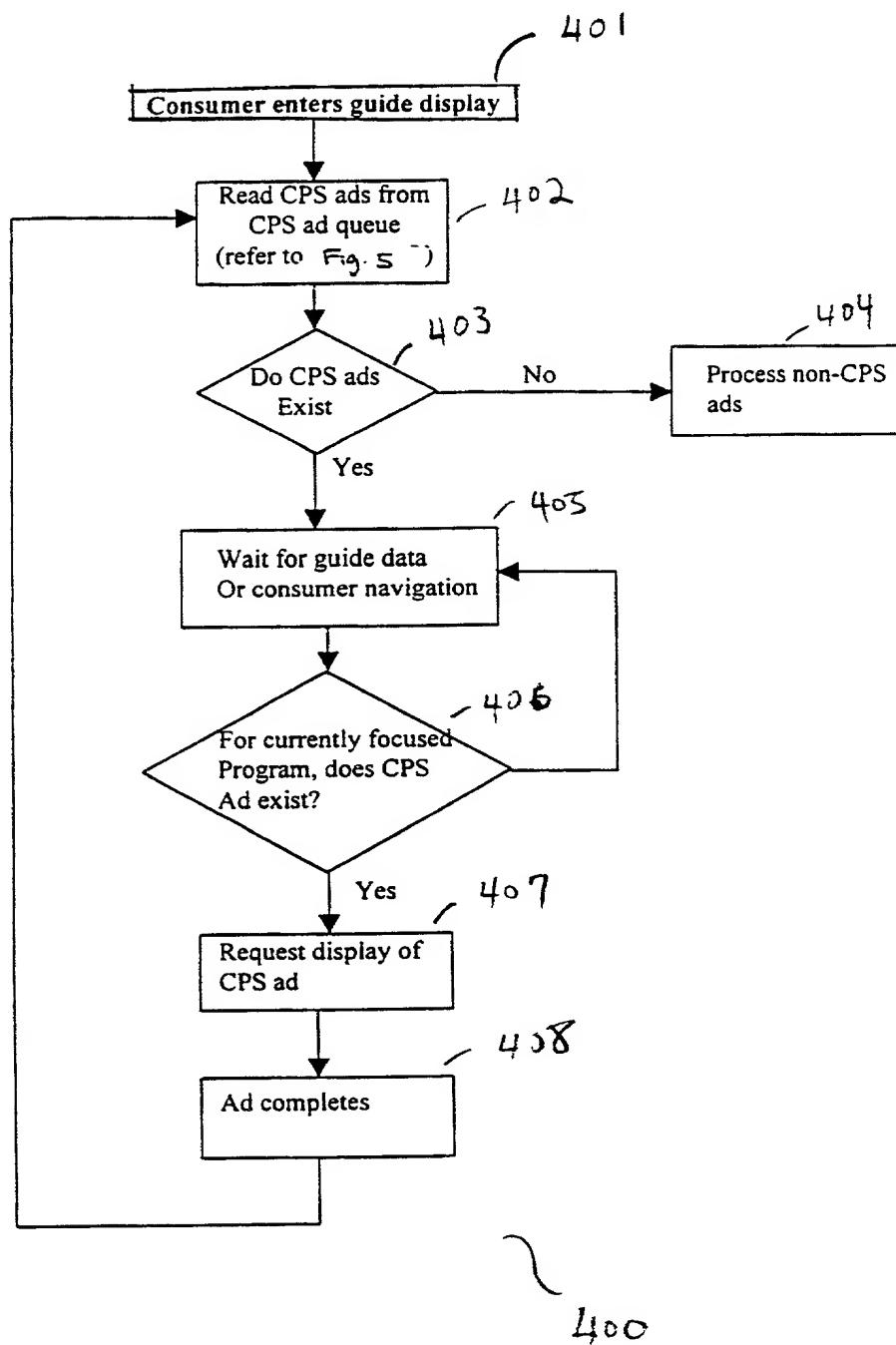


Fig 4

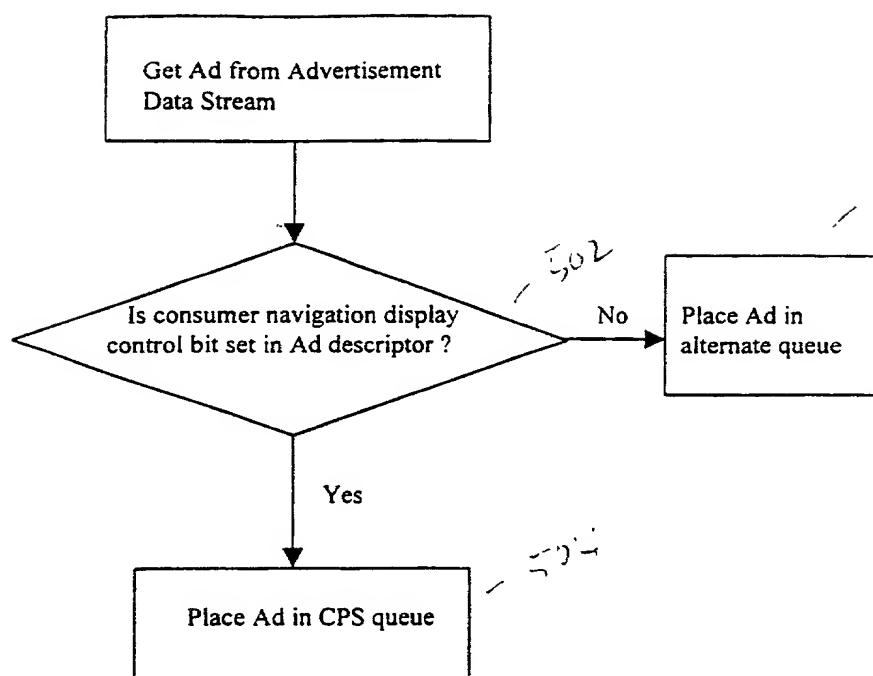


Fig 5

EXPRESS MAIL FL 93212 5/15

Please type a plus sign (+) inside box → +

PTO/SB/01 (10-00)

Approved for use through 10/31/2002. OMB 0651-0032

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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

Declaration Submitted **OR** Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	RCA 89470
First Named Inventor	W.G. THOMPSON et al
COMPLETE IF KNOWN	
Application Number	/
Filing Date	
Group Art Unit	=
Examiner Name	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC
PROGRAM GUIDE**

the specification of which

(Title of the Invention)

is attached hereto

OR

was filed on (MM/DD/YYYY) **April 28, 2000** as United States Application Number or PCT International

Application Number **PCT/US00/11373** and was amended on (MM/DD/YYYY) **May 23, 2001** (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as amended specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY) Country	Priority Not Claimed	Certified Copy Attached?
			<input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

ApplicationNumber(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.
60/131,885	April 30, 1999	

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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PTO/SB/01 (10-00)

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to: Customer Number _____ OR Correspondence address below

Name	JOSEPH S. TRIPOLI		
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

1-00
NAME OF SOLE OR FIRST INVENTOR: A petition has been filed for this unsigned inventor

Given Name WANDA GREEN	Family Name <u>THOMPSON</u> or Surname
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Inventor's Signature <i>Wanda J.</i>	Date 9/21/01		
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2-C
NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor

Given Name MICHAEL WAYNE	Family Name <u>JOHNSON</u> or Surname
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Inventor's Signature <i>M.W.</i>	Date Sept 20, 2001		
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Additional inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.